

ALFANATIC

AROC-WI ANNUAL BANQUET & BUSINESS MEETING

Saturday March 21, 2015

ITALIAN COMMUNITY CENTER of MILWAUKEE

<http://www.iccmilwaukee.com/main.html>

631 E. Chicago Street
Milwaukee, WI 53202-5916
414-223-2180

Please join us for an evening of fun and relaxation at a great venue. Relive the events of last year and enjoy great conversation with fellow Alfaniacs. Located inside the Italian Community Center, *Cafe La Scala* offers an array of delicious, fresh and seasonal Italian foods.

With an inviting atmosphere, moderate prices on great food, and door prizes, why would you not want to join us? I hope to see all of you there!

5:30 – 6:00 PM: Cocktails at the bar (cash bar). Enter thru the lobby off the parking lot and go left down the hallway. Bar and restaurant is on the right.

6:00 – 7:45 PM: Dinner for our group is in the MEMBERS ROOM (Across the hall from the restaurant)

7:45 – 8:15 PM: Very short business meeting w/election of officers followed by door prizes.

8:15 & beyond: Continued socializing.

Meal choices will be from the menu: <http://www.lascalamilwaukee.com/pranzo-cena-lunch-dinner-.html>
They have kindly agreed to provide individual/couple billing for your convenience.

IMPORTANT:

The restaurant wishes to know how many are coming.

Please contact Gary Schommer at alfaman@wi.rr.com or 262-252-3750 by **Wednesday, March 18**

Questions or last minute changes: Contact Gary Schommer.



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PRESIDENT'S COLUMN

It is winter in Wisconsin and like most of us, my Alfa is hibernating in the garage. It seems a long way off until that first drive in the spring. Until then, I find other ways of getting my Alfa-fix. These include:

- Read old car magazines with Alfa Romeo road tests
- Rent *The Graduate* (See the trailer: http://www.youtube.com/watch?v=n6Dkmw_Pajw)
- Review my owner's manual
- View the DVD, Alfa Romeo - Victory by Design
- Check out the 4C at Bergstrom Alfa
- Go through my many photos with special emphasis on the National Conventions
- Open up the CAR JACKET® to sneak a peak

I could go on. While such coping mechanisms have been proven to help with Alfa Deprivation Syndrome (ADS) there is something significant missing: the

ability to talk Alfa-Speak one-on-one with other Alfanatics. So, break out of the winter doldrums and join us next month at our Annual Banquet & Business Meeting on Saturday, March 21. Catch up on the latest with fellow Alfanatics who are every bit as interesting as their cars. Please mark your calendars now. I hope to see all of you there!

If you have any other ideas on how to get that Alfa-fix in the interim, please advise. March 21 seems like a long way off. 🍀

Ciao,
Gary



2015 Local, Regional, and International Events Calendar

February 14-22	Chicago Auto Show , McCormick Place, Chicago
February 21-March 1	Greater Milwaukee Auto Show, Wisconsin Center
March 5-15	85th Annual International Motor Show, Geneva, Switzerland
March 13-15	Amelia Island Concours d'Elegance , Amelia Island, FL
March 21	AROC-Wisconsin Annual Banquet and Business Meeting , Italian Community Center of Milwaukee.
May 2	AROC-Wisconsin, Das Kurze Klausenrennen , 27th Hillclimb and Tour, New Glarus, WI
May 2-3	SCCA Majors Tour, Blackhawk Farms Raceway, S. Beloit, IL
May 15	SVRA Spring Vintage Weekend, Road America
June 11-14	SVRA Brickyard Vintage Racing International, Indianapolis, IN
June 11-14	WeatherTech Chicago Region SCCA June Sprints, Road America
June 13-14	The 24 Hours of LeMans
June 24	AROC-Wisconsin, Tom Heinrich's 2nd Annual BBQ and Car Show , Lift, Inc. HQ
June 24	105th Anniversary of the founding of A.L.F.A.
June 24-28	Alfamiglia Nordest, Alfa Romeo Owners Club National Convention, Rhode Island
June 25	Goodwood Festival of Speed
June 26-28	Pirelli World Challenge, Road America
July 10-11	21st Annual Millers at Milwaukee, Milwaukee Mile, West Allis, WI
July 12	Indycar ABC Supply Wisconsin 250, Milwaukee Mile, West Allis, WI
July 16-19	The Hawk with Brian Redman, Vintage Racing, Road America
July 24-26	SVRA U.S. Vintage Grand Prix (& Alfas at the Glen), Watkins Glen, NY
August 2(t)	AROC-Wisconsin, Italian Car and Motorcycle Show , Milwaukee, WI
August 6-9	Continental Tire Road Race Showcase, Road America
August 8	Alfa Demo Day at Simeone Foundation Automotive Museum , Philadelphia, PA
August 16	Pebble Beach Concours d'Elegance, Monterey, CA
August 16-20	Ferrari Club of America International Meet, Monterey, CA
August 27-29	NASCAR XFINITY Series, SCCA Pro TransAm, Road America
August 22-23	Milwaukee Masterpiece , Veterans Park, Milwaukee
September 11-13	VSC Hillclimb and Concours, Ephraim, Wisconsin
September 11	Goodwood Revival
September 18-20	VSCDA Elkhart Lake Vintage Festival, Road America

The First 4Cs in Wisconsin

By Bob Abhalter

The phone rang Thursday afternoon. It was long-time Club member Roy Ferrari. Would I be interested in taking a drive with him to Appleton tomorrow? He had received a call from the dealer and their first two 4Cs had just arrived. We could be among the first to see them but we had to move quickly as they were both sold and no one knew when their owners would show up to claim them. A quick check of the calendar and I was signed up for the trip. Next morning, Friday, January 16, I got up at zero-dark-thirty to make the trip from Kenosha to Roy's home in Elm Grove. The plan was to leave there around 7:30 in order to arrive at the dealership around 9 AM.



Ted Hoff (r) discusses the finer points with Roy Ferrari and David Curro.

My drive up went well and by 7:30 Roy and I were on the way to pick up the third member of our Alfa-welcoming committee, Roy's friend Dave Curro, Director of the North Central Region of the Ferrari Club of America. A few minutes later we were on the road, busy getting acquainted and looking forward to the morning's visit.

The Appleton branch of the Bergstrom "empire" is quite impressive. The campus, spread over its vast acreage along Victory Lane adjacent U.S. 41 at the Northland Avenue exit, boasts 10 separate dealership buildings selling just about any mainstream import you might want. But that's not all. If I got my notes right, Bergstrom operates 26 facilities in Wisconsin housing 38 dealerships. It's hard to think of a brand, foreign or domestic, they don't sell. That thought is supported by the significant number of billboards we

saw along route 41 both coming and going.

Bergstrom Premium Motorcars is the dealership home to Alfa Romeo. Our marque shares floor space with Jaguar, Land Rover, Volvo, Porsche, and Maserati. We were greeted by Roy's contact, Sales Consultant Ted Hoff who immediately recognized me as "the guy who keeps slamming Bergstrom" in the *Alfanatic*. Good sport that he is, he let me stay anyway. Ted explained that the cars had only just arrived the day before and had not yet been prepped for delivery. We were the very first non-employees to see the cars, still resident in the dealership's service bay, an assertion supported by Sales Manager Bob Simon. The rules were simple: basically, we could look, but not touch.

It's easy to like the Bergstrom staff. Ted has been there several years and was recruited by his good friend Bob. He is trained as a specialist on all the brands sold at the dealership, including Alfa Romeo, and has worked hard to get information from FCA on availability but admits that it has been difficult. His loyalty to the organization is such that he took exception to my published comments suggesting that Bergstrom was not up on the curve, Alfa-wise, and I admit that I may have been too harsh considering that not many other dealerships were able to do much better. They were one of the first Maserati dealers to receive their 4Cs. Bergstrom's service staff has been trained to support the cars and there is additional training scheduled for both sales and service people. The signage is in place and space has been allocated for the future Alfa showroom—between the Volvos and the Maseratis.

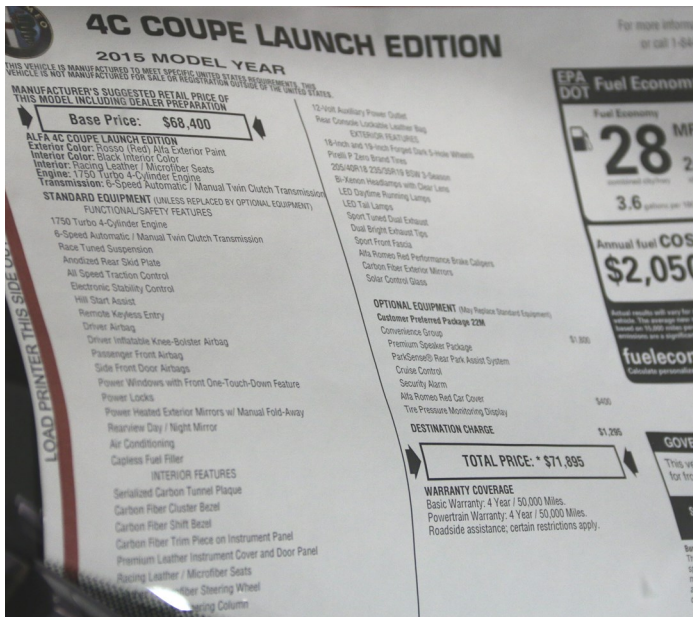
Oh, the cars. They were back in the service bay awaiting their pre-delivery servicing: two gleaming and



Alfa's new home in Wisconsin

sexy Rosso Launch Editions, numbers 158 and 115 of the 500 available, with black leather and microfiber upholstery, the \$1,800 “Customer Preferred Package”, and a \$400 Alfa Red car cover. All told, the MSRP is \$71,895, including the destination charge. Ted explained that Bergstrom’s policy would be to sell the cars at no more than sticker price. We nosed around as much as possible checking over the details. They are indeed appealing cars and it was hard to restrain ourselves. They just begged to be sat in and driven, but that was not to be. I doubt there will be too many demonstrators available for mere mortals for some time to come.

driven, enjoyed, and used for promotional purposes for six months, at which time it would be resold. Upon hearing this, Roy’s response was simple: “I want that car.” A brief discussion ensued, and in the end a deposit was left with the dealer. Mission accomplished. This seems like a pretty savvy deal for Roy, as waiting six months allows one to skip a lot of foul weather and opens up to prime time for driving in Wisconsin.



The price of admission

Ted explained that both cars had been spoken for, one by Mr. Bergstrom himself, and the other by his good friend. The dealership has another car allocated, but delivery timing, color, and other details were unknown. He added that the Bergstrom car would be



The “office” Gary Schommer Photo



Roy with his future acquisition

It is apparent that Bergstrom’s personnel favor a hands-on approach to marketing. They were very effective at getting the good news out to their prospects. As we left the bay another group of would-be 4C owners were being ushered in for a viewing. We met still others outside, and club members Ralph and Vicki Wells sent me pictures of their visit. They live only 4.5 miles from the dealer, but lamented that we had somehow beaten them. President Schommer made his visit over the weekend. All told, it was a day well spent. Alfa is back in Wisconsin! 🍀



Ralph and Vicki Wells pose with the car of the hour.

New Ferrari F1 Car Carries the Alfa Logo

The relationship between Ferrari and Alfa Romeo has now come full circle. Observant Alfisti have noticed that the new Ferrari SF15-T Formula One car carries



the Alfa Logo on its rear flanks, replacing the FIAT logo that appeared there in previous years. Recall that from 1933 to 1937, Scuderia Ferrari was the factory team for Alfa Romeo and the Alfa of the day carried the Ferrari crest on their flanks.

The keen eyes at ClubAlfa.it spotted some subtle design differences between the current Alfa logo and the one appearing on the Ferrari’s flanks. Notably the name is in a different font, the serpent and crown are rendered somewhat differently, and the dividing line between the two halves of the logo is absent.



Could this mean that the logo is being revised in preparation for the re-launch, or is it just artistic license on the part of Ferrari? Companies are usually very strict about the proper rendering of their brand identity, even in Italy. Only time will tell if this is an aberration or the first appearance of the latest iteration of the famous Alfa logo. 🍀

Alfa Re-Launch Prep Well Underway

Our survey of web postings and news releases from both the U.S. and Italy seem to indicate that FCA’s plans to revive the Alfa Romeo brand are gaining momentum.

ClubAlfa.it quotes FCA president John Elkann as saying that “The re-launch of Alfa Romeo is undoubtedly the most anticipated event.” Although he would not give any details, he reconfirmed the June 24 launch date of the next new Alfa model. Indeed, the specifics about the much-anticipated sedan are still few and far between. We know about the likely drivetrains and the basic size, but have only artist’s concepts and no hard details on styling.

It.blastingnews.com and Regional newspaper websites in Italy identify FIAT’s Mirafiori and Cassino plants as likely production sites for the new Alfa SUV and the Giulia sedan respectively, based on the retooling efforts ongoing in those plants.

Postings from various U.S. regional business journals suggest that FCA is awarding additional Alfa franchises to augment the original 82. In addition to West Allis, other dealerships are planned for Chicago’s north suburbs, San Francisco, Las Vegas, and elsewhere. 🍀

Audi and FIAT Argue over Trademarks

Audi would like to use Q2 and Q4 as model numbers for their line of SUVs, but Fiat won’t let them. This widely reported news item, covered by Autoblog.com involves Audi’s desire to have consistent naming for their line of SUVs, which has been identified with the letter Q, and covers the range from Q1 through Q9, except for Q2 and Q4. While Audi would like to add a Mini-sized Q2 and a performance-oriented Q4 to their lineup, they are stymied by Fiat’s traditional use of these terms to identify the number of driven wheels in their Maserati, and earlier Alfa Romeo models. Thus, FCA has control of those trademarks and won’t release them for use by Audi. The apparent reason? The blood feud between Sergio Marchionne and Ferdinand Piech. Audi may have to wait until Mr. Marchionne retires from Fiat in about five years to complete the deal. 🍀

Alfa Plays the Giulia Name Game



In early January, Autoedizione.com reported that Alfa's new D-segment sedan might be called the Giulia after all, but maybe not in the U.S. Earlier reports had FCA considering names other than Giulia for the project, currently referred to as Tipo 952. Now it appears that those stories were only half correct and that in Europe, at least, the revered Giulia name will be revived. However, for the U.S. other names are being considered, such as 6C, a name that would indicate that only the V6 will be offered, or perhaps 4C Sedan when referring to the smaller engine. On the other hand, it could be that naming for the U.S. versions will go in some other creative direction. Stay tuned. 🍀

A Book We'd Love to Have

Alfa Romeo: View from the Mouth of the Dragon

By S. Scott Callan with Kip Crosby, published by the Velocity Group

From the [Publisher's website](#):

So You Thought You Could Drive... In Italy

By Eric Sylvers

From: [The Wall Street Journal](#)

THERE ARE MANY milestones for the expat—the first-year mark, marriage, kids, a job offer back home that you pass up on. But after years living in Italy, the land of glacial bureaucracy and frowning civil servants, there is one marker above all others that I tout as evidence I've tamed this difficult yet wonderful country: I have an Italian driver's license.

After a year of residency in Italy a U.S. driver's license is no longer valid. That leaves the expat two options: Forget about it, or muster all your strength and take on the Italian bureaucratic machine.

For many years I chose the first option. Then one sunny Saturday in 2005 a young policewoman pulled me over and smiled before informing me that I'd been driving down a street reserved for taxis and buses. I handed her my California license, which still had a photo of me during my college days of plentiful hair and wide-eyed, innocent smiles.

"I'm not going to ask how long you've lived here, but I'm sure you know this is only valid for a year," she said as she shook my license vigorously back and forth. "I should write you up, but I'm not going to. In return you must promise to get an Italian license if you're going to continue living here." (cont. pg. 8)

ALFA ROMEO: VIEW FROM THE MOUTH OF THE DRAGON

The Book Now Available

We place Alfa in the landscape of the international automobile industry, from its inception at the turn of the Twentieth Century to the eve of World War Two. A golden age of the automobile during which Alfa rose from unknown artisan manufacturer to engineering prominence. A company whose outsized influence far exceeded the scale of its operation. It is a story of war profiteering, criminal intrigue and political manipulation. A small auto division of an Aero engine and commercial vehicle company only saved from extinction by the sporting press, enthusiast public and managers, sent in to shut it down, whose engendered affection for it ended up saving it. It is also the story of advanced automotive engineering that had few equals. Cars whose performance and handling was the standard by which all others were judged, in competition and in private hands.

All told from the perspective of the individuals involved.

We produced this new 365 page edition in the pen & ink watercolor graphic style of the 1930 & 1950s. Each book is custom made, numbered and signed by the author and artist.

Alfa and Maserati Dealership Proposed for West Allis

The *Milwaukee Business Journal* reported on January 15 that International Autos Group has proposed converting the former Cadillac dealership on Arthur Ave. into a dealership for Maserati and Alfa Romeo. The site is presently used to store cars for International's Fiat and Mini franchises, but would be converted and modernized to sell the two brands. A public hearing was to be held on Feb 3 to discuss the project which would employ 25. 🍀



Artist's rendering of proposed dealership



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I nodded meekly and a week later found myself at the department of motor vehicles on Milan’s western fringe jostling to keep my place in line. One of those frowning civil servants gave me a list of documents I had to present to take the written exam (you couldn’t get information on the phone or web). Two weeks later I presented my documents only to be told a few commas were out of place. A week after that I came back with everything in order and left with a date for the written exam, which I promptly failed.

Six months later I was allowed to take the exam again and this time I actually studied—or more precisely I memorized wonderful tidbits, including the rule that cars pulling boats can’t exceed 70 kilometers an hour (43 miles an hour) on country roads. I passed, leaving me with the final hurdle: the driving test.

Friends told me that no matter how well I thought I could drive—and having navigated the freeways of Southern California for years I was pretty convinced I knew my stuff—I should take a few driving lessons with a school because on test day examiners are less likely to fail those who come accompanied by a school representative. So I paid for two lessons and spent a few hours with 65-year-old driving instructor Giuseppe giving me pointers from the passenger seat.

A few months later I drove a red Fiat Punto with the director of my driving school—whom I’d just met—riding shotgun and the examiner in the back seat with his clipboard and pen at the ready. I’d barely pulled out into traffic before I was scolded for resting my left elbow on the window sill.

“Let’s not drive like we’re Michael Schumacher,” the examiner said.

I could hear the pen scratching away in the back seat, ticking off my points one by one until I would be condemned to start all over with the written test. My legs started to shake at the thought.

“Come on Sylvers, drive like you did all the times we practiced together,” the driving-school director said with wonderful nonchalance. In my panic one thing struck me about this comment: The director actually knew my name. This was his way of letting the examiner know “this guy’s with me.”

I took a deep breath and finished in a flurry of perfect

turns and skillful merges. It was enough: I was handed a license, proving a Californian raised on the wide lanes of the I-5 freeway could learn to navigate Italy’s labyrinthine bureaucracy and narrow cobblestone alleyways. 🍀

Eric Sylvers has been an expat in Italy for 15 years. Before joining The Wall Street Journal he worked for the Financial Times, The New York Times, and Bloomberg News.



Classifieds

Alfanatic will post brief non-commercial classifieds for members and friends at no charge. Email the [editors](#) to make a submission.

For Sale

1974 Alfa Romeo Spider

Sadly I must sell my everyday summer car. Runs super and looks great inside and out. Some work needed on lower panels. Personally owned 2 years. Previous owner also used daily in the summer for many years. 89,000 miles. Asking \$6,200.

Contact: Kristine Fauerbach, 1-608-877-0562, or kristine.fauerbach@gmail.com



1985 Corvette

Red/Red, 4+3, removable hard top. 51k miles and stored inside since new. All original. Body and interior in great shape. This car is move-in ready and is a nice ride. Blue Book value \$12,000.

Contact: Jim, 262-642-5068 or jzyla@wi.rr.com

Two Engines

1987 2.5l from a rusted out Milano. Approximately 90k. Make Offer.

1991 3.0l S motor. Approximately 200k. Make Offer.

Steve Wirtz, West Bend, WI

262.306.8238 Home swirtz@charter.net

Parts - Make offer

Several Milano parts—Engine parts, oil pans, valve covers, heads, small interior parts, hood, and sunroof. Don't have a Milano so I don't need the parts.

1974 Spider Hood, Cowl, Doors, Transmission and interior parts. New Left rear quarter panel and lower nose pan.

Steve Wirtz, West Bend, WI

262.306.8238 Home swirtz@charter.net

More Alfa Links

Check out this [1971 Alfa Giulia](#) dressed in Carabinieri Colors. It was set for auction in Paris, February 4.

Is your GTV6 or 105 series GTV running too hot? [Revotec.com](#), a British firm, has the answer with tailor-made electric fan assemblies. Don't know if there is a U.S. outlet, but the Internet has enabled international commerce.

[CarBuildIndex.com](#) captured this story and pictures of the restoration of a 1968 Autodelta-prepared GTA originally posted to AlfaBB.com. 🍀



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SUBMISSIONS

Do you have a story you'd like to share? Have a restoration in progress or finished? Taken a memorable road trip or have a funny car story? Pictures, lessons learned, maintenance tips? Whatever. The *Alfanatic* is always looking for material to publish. Email your submissions to the editor at rabhalter@att.net and share with your fellow Alfisti.

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CLUB MEMBERSHIP is \$60 per year and includes both national and local memberships. Renewals or new memberships may be sent directly to the National Office or visit <http://www.aroc-usa.org/application.php>



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